



AgUnity
Connecting the last mile



AgUnity Pty Ltd

A private Australian company
Currently operating in 8 countries

Incorporated 2016
www.agunity.com

Headquarters
Helensvale, QLD, Australia

Management



DAVID DAVIES
Founding CEO



STEFAN BARRETT
CTO



PETRA SCHNEIDER
ADVISOR



ANGUS KECK
COO



NURVIT KRISTOFIKOVA
Program Director

Funding (US\$)

Currently seeking \$1.0M through a SAFE Note offering investors a 10% discount to the Series A valuation. \$0.4M raised under the SAFE till date.

Use of Funds (US\$)

Technology improvements, Business Development, Operations, Cash reserves

Highlights (US\$)

- Revenue FYE 2021: \$1.2M
- No. of farmers: ~2,600
- No. of Co-operatives*: ~128
- Capital Raised**: \$0.9M

*Current farmers excluding contracted

**Till date

Portfolio & Clients



Please contact investment@agunity.com for investment discussions.



AgUnity

Connecting the last mile

Summary – Impact Investment, FinTech + AgTech

AgUnity is a global technology platform empowering thousands of organisations working on UN SDGs to connect the Last Mile. Doing for small farmers what Alibaba did for manufacturers in China, AgUnity has developed a smartphone and ‘super-app’ solution for the world’s smallholder farming communities, a simple mobile product restoring trust and enabling connection.

Challenge. AgUnity has developed proprietary products, the ‘AgUnity App’ and ‘Axsari OS’ to address specific challenges encountered in emerging markets. These include a lack of trust, a lack of digital and financial literacy, low- or no-connectivity, limited remote support and an inability to efficiently connect with ‘Last Mile’ users.

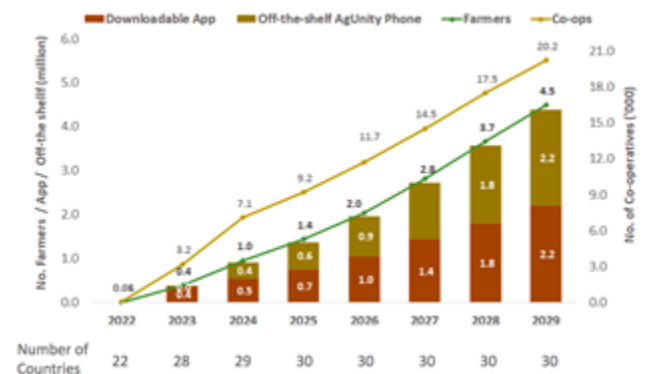
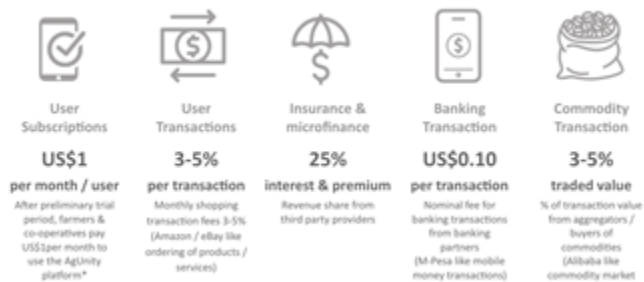
Market. These products are designed to enable the tens of thousands of organisations working in emerging markets to connect with the ‘Last Mile’ – 2-billion-plus smallholder farmers, fisherfolk and their communities. These include commodity buyers (traceability & provenance), banks & insurers (increasing user base), product suppliers (new markets) and philanthropic organisations (spending trillions to achieve the Sustainable Development Goals).

Business Model. AgUnity has a phased business model, initially focuses on adding users to the network, then transitioning towards a pure ‘Product’ company. Currently, the majority of revenue is derived from consulting fees, but is anticipated to move towards the subscription and transaction fee model over the next 24 months.

Management Team. Founder of 2 successful startups, David Davies has 10+ yrs in senior roles in global investment banks (Goldman Sachs, Lehman Bros, Standard Chartered). Stefan Barrett is a former Vice President at Nomura & Lehman banks, designing enterprise-grade transaction platforms. Petra Schneider is a former Founder/CEO of the largest domestic NGO in Indonesia. Keith Nielsen has spent 20yrs working in Tier-1 Investment Banks and is a successful founding member of previous FinTech startups. Angus Keck has 10+ yrs experience in ICT and sustainable development leadership. Jay Jayeshwaran has 15+ yr experience in investment, strategy and business development.

Traction to Date. Winner 2020 ‘Startup Avalanche’, inc. ~US\$175k investment and ~US\$60k dev support. Winner 2018 Global ‘Agripreneur of the Year’ at Future Agro Challenge. Secured 8 contracts worth ~US\$620k+ with global commodity/philanthropic organisations. Run successful commercial projects for MyOrigins and escaVox, the latter having a contract with Woolworths, Australia’s largest retail supermarket worth ~US\$35B+. Presence in PNG, Ethiopia, Trinidad & Tobago, Sierra Leone, Kenya, Columbia, Uganda and Indonesia.

Revenue Streams and Growth Strategy



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